

Study Plan BS in Business Marketing -- Fall 2017

Fall I		Credits
ACC203	Financial Accounting	3
MKT201	Intro to Marketing	3
ECO201	Microeconomics (<i>SS LAC Elective</i>)	3
ENG202	Liberal Arts Core	3
	Liberal Arts Elective	3
		15

Spring I		Credits
ACC204	Managerial Accounting	3
MGT201	Intro to Management	3
ECO202	Macroeconomics (<i>SS LAC Elective</i>)	3
ENG203	Liberal Arts Core	3
CSC201	Liberal Arts Core	1
	Liberal Arts Elective	3
		16

Fall II		Credits
QBA201	Managerial Statistic	3
ITM211	IT Management I	3
MKT304	Consumer Behavior	3
ARA -----	Liberal Arts Core	3
	Liberal Arts Elective	3
		15

Spring II		Credits
BUS213	Business Law & Ethics	3
FIN301	Managerial Finance	3
MKT312	E-Marketing	3
	Business Elective I	3
	Liberal Arts Elective	3
		15

Fall III		Credits
BUS299	Civic Engagement	0
OPM301	Operations & Production Management	3
MKT421	Marketing Research	3
	Business Elective II	3
	Liberal Arts Elective	3
	Free Elective	3
	Free Elective	1
		16

Spring III		Credits
MGT420	Strategic Planning & Policy Formation	3
MKT498	Marketing Strategy	3
	Business Elective III	3
ETH201	Liberal Arts Core	1
HLT201	Liberal Arts Core	1
PED -----	Liberal Arts Core	1
	Free Elective	3
		15

Color Key	
Business Core	36
Emphasis Core	12
Business Electives	9
LAC Core	13
LAC Electives (+6 ECO counted within Bus Core)	15
Free Electives	7
	92

